

PLAIN TALKS

JULY ★ ★ ★ 1930



since the beginning

*Being a brief History of Our
Company by*

Mary O. Lilyerstrom

PART I

*Early entrants in the utility field
in our territory*

Beaumont received its first utility service in 1888 when the Beaumont Ice, Light and Refrigerating Company was organized with a capital of \$50,000. One year later, the Beaumont Ice, Light & Refrigerating Company took over the operation of the City Water Works.

About the year 1902, W. C. Teter obtained control of the water works from the Beaumont Ice, Light and Refrigerating Company and operated it for a short time, after which it was sold to the City. Since that time the City has operated the water works and this Company has had nothing to do with it except to supply electric light and power.

In 1893 the alternating current generators were installed. They were operated at 133 cycles with distribution at 11,000 volts.

Coming of Oil

In 1901, when the Lucas gusher came in, making Spindletop famous, the oil boom started and in less than a year the population had been trebled and the light company was having a hard time to serve all customers. Immediately, after definite assurance that oil had been found and would be produced, a new power station was planned and construction begun. This was the latter part of 1901. The station which was then built now stands on the corner of Tevis and Travis Streets, although equipment has been replaced and many additions made. All equipment at this time was 133 cycles.

In 1911 the Beaumont Ice, Light and Refrigerating Company sold the lighting

and power department to Stone and Webster. The name was then changed to Beaumont Electric Light and Power Company.

When oil was struck near Beaumont the population grew to such an extent that some method of mass transportation was necessary. H. G. Johnson started, in the latter part of 1901, the Beaumont Traction Company, which operated two lines, the Sabine-Magnolia and the College-Calder, and replaced the horse-drawn Beaumont Street Railway which had been in operation 13 years.

We Buy Railway

Considerable financial difficulties were encountered by the Beaumont Traction Company which passed through several hands until 1911, when it was acquired by Stone and Webster interests. About this time controlling interests in the Port Arthur Light and Power Company were also obtained by Stone and Webster.

On August 2, 1912, the Jefferson County Traction Company was organized and built an interurban railway between Beaumont and Port Arthur. This connecting link made it possible for a consolidation, which was finally consummated August 1, 1918.

According to Texas Law, it is not possible for a light and power company to do other business in its own name. It is, however, permissible that a railway company serve customers in its vicinity with light and power. For this reason it was necessary that the traction com-

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Open new play house



The Beaumont force of the Gulf States Utilities Company is involved in many civic and social phases of the city's life. When the Little Theatre opened its new \$15,000 playhouse on June 2, six employees helped put it over.

Most prominent was P. R. Williams, treasurer, who played a leading part in the production of Ferenc Molnar's famous comedy, "The Play's the Thing." Two other members of the office were in the cast of seven players, and three played a large part in handling the production backstage. Out of fourteen people who worked on the play, six were from the Company.

The above photograph shows the entire cast and producing staff. From left to right; Tom Tobin, Helen Bartmess, Margaret King, Raye Blanchette, stage manager and D. R.; Hillis Mills; Vernon Trenck, electrician and member of the Repair Department; Roland Wilkinson, Little Theatre director; Marion Schwaner, accounting department who helped with the set; Edd Sweatt; Edwin Fox and Landon Neal who were part of the cast; and Joe Tobin.

Seated are Mr. Williams and his leading lady, Mrs. Lastie Vincent.

Vacation Time

Mrs. Sybil Duke made a ten-day trip to New York City in June.

Eloise Guidry spent two weeks in June with relatives in Louisiana.

Mary Lilyerstrom and Docia Moore leave the early part of July for a visit to Mary's home in Galesburg, Illinois, and to visit friends in Keokuk, I-o-way.

Mrs. Gladys Terry of the Stenographic

Department spent two weeks in June in San Antonio.

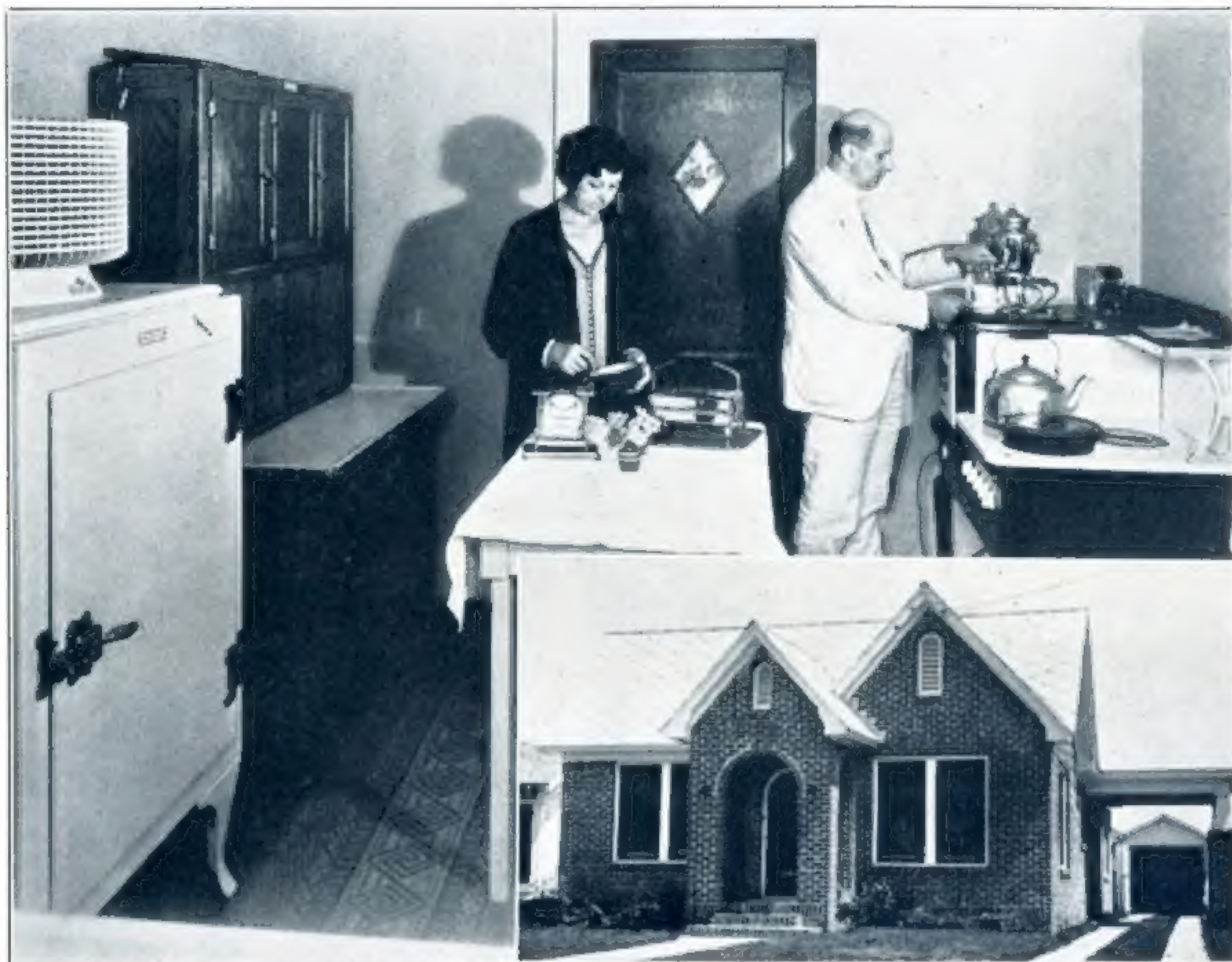
Frances Emmer will spend two weeks the first part of July at Rio Vista Lodge, near Kerrville, Texas.

Mattie Gray, of the Accounting Department, leaves July 5 to spend two weeks with friends in Kerrville.

Mrs. Marian Bridge of the Accounting Department will spend two weeks in July in California visiting relatives.

Pearl Gholson, beg pardon, Krauel, is combining honeymoon and vacation in a trip to San Antonio and vicinity.

puts kwh's to work



Mr. and Mrs. Brulard in their "electric" kitchen and a view of their attractive home.

Down on the first floor of the general office building at Beaumont, you'll find a really enthusiastic user and booster of the idea of complete home electrification.

S. A. Brulard, who is in charge of Beaumont Customers Accounts and Cashier's Departments, even in this electrical age, deserves a special bit of praise. He practices what he preaches. He is a pioneer in the use of major electric appliances in this particular neck o' the woods.

In February of this year Mr. and Mrs. Brulard moved into an attractive new five-room brick-veneer home at 2560 McFaddin Street. Visit them and you'll find that they enjoy the conveniences not only of the usual small appliances but of major appliances also. They have a Sepco 18-gallon automatic electric water heater, a Westinghouse full-automatic electric range and a General Elec-

tric refrigerator. Other electrical equipment includes an electrical sewing machine, electric radio, vacuum cleaner, toaster, percolator, waffle iron and kitchen mechanic.

Mr. and Mrs. Brulard have used an electric range and electric water heater for the past nine years. They added electric refrigeration when that became popular a few years ago.

Perhaps there are others in the organization in Beaumont or Port Arthur where other methods for cooking and water heating are supposed to be cheap who can produce a record that will equal Mr. Brulard's. If so, Plain Talks would like to hear from them regarding their use of appliances and the cost. But until we receive evidence to the contrary we shall support Mr. Brulard as champion user of the services of the organization with which he is associated!

IMPRESSIONS

OF THE PARTY AT SABINE LAKE, JUNE 11
FOR WINNING TEAMS BHT. & PLA. TRAINMEN

by K. Sutton



Call of the Wild

By Fred Johnson

It was not exactly the call of the wild, but many a 'wild call' was made on the trainmen's outing on Sabine Lake Wednesday June 11. The party, in the form

of a boat ride and picnic, was given for the winning teams from Beaumont and Port Arthur in the recent secret accident contest.

Twenty-nine trainmen and several officials and visitors composed the group. Beaumont's winning team was captained by O. E. Eggleston, and Port Arthur's

by T. E. "Cucumber" Jones. Both captains were handsomely rewarded for their untiring efforts in behalf of their fellow men by very appropriate presents wholly in keeping with their talents.

Lots of eats, and many drinks were to be found, and all present took great advantage of the opportunity. The fish were fine—all big Red Snappers—that were bought and taken along.

Swimming had its place, but the outstanding events of the evening were the bathing beauty parade and the hula-hula contest. G. E. "Slim" Hunsucker was the unanimous choice in the former. The judges all agreed that any man of his type that possessed enough ego to enter such a contest, could have no rivals. Ahrendt, Beeson, Rogers, and "More" Senters were other contestants but like "Miss" Adrian Johnson, they failed to use diplomacy in their make up.

The hula-hula proved a real thriller and was won by a rank outsider. J. D. Lloyd and "More" Senters were close contestants, but the judges agreed that the one and only Bill Gaines was the real hula artist, an honest testimony for soft drinks.

By the unanimous vote of all trainmen present, Wee Willie Hughes was voted the safest operator and was duly rewarded. Every trainman present wished him good luck and trust that he can continue his good safe record.

"Noisy" Mills, Hamilton and Bawcom were self appointed cops and were on close watch of the good ship. Nothing was reported missing.

Port Arthur was not without a winner, but they were forced to bring "Big Boss" Thorne along to carry home the yenom. Both Mr. Terrell and Mr. Singleton were present, but remained rather quiet for some unexplained reason.

Darkness cast its shadows before the evening's fun was called, but no gloom fell over the camp and the battles raged until the home ports were reached. There were some scars, but no injuries.

Stewart and George were real chefs, with French "Bird Seed" Sheffield as head waiter. Linder gave some assistance and "One Minute" Crain served the liquid refreshments. Joe Bagley was also present.

Wins Trip to Frisco



Omar Ward, Port Arthur

By W. E. Gaines
Supt. of Transportation

At the beginning of the Personal Improvement Classes in Port Arthur in 1929, it was announced by Superintendent L. C. Singleton, that the individual who contributed most to this form of educational work in the twelve months to follow, would be given a trip to the American Electric Railway Convention at San Francisco. Much interest was displayed, the Operators taking part 100% and several members of the mechanical department doing likewise.

Every man faced the barrier with a grim determination to win the coveted prize for Port Arthur, because a Beaumont operator had won the trip the previous year. Yet, unlike many horse races where a 'dark horse' takes the lead, there was one man that stepped out in front and proved that he was more than a pace setter.

This man was Omar E. Ward, Night Foreman of the Port Arthur Division

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string line to Dayton



This hard working crew is part of the engineering force that put the Cleveland-Dayton highline through the woods. Standing, from left to right are D. C. Storey, Joyce Cowser, A. J. Fichtner, Lathan Boone, A. C. McDowell, H. R. Blankenbaker, C. B. Birmingham, and H. J. Myers. Seated are Bob Pearson, Jess Chandler and Ralph Baker.

Dutch Doings

Our superintendent, A. C. Handley, his wife and two young sons are spending their vacation in Ponchatoula, La. with relatives. "Frog" writes that fishing is fine. He hopes to catch a million before he returns.

We regret that W. M. Ingwersen, of the ice department suffered rather severe cuts on his right hand when his car over turned Saturday night. However, there is always a bright side to every cloud, and as a result of Mr. Ingwersen's inability to write, we have had the pleasure of Joe Watkin's company each afternoon this week.

Conroe Chatter

On June 5, the Conroe District Employee's had their annual picnic at Dr. T. S. Falvey's private lodge, "Sleepy

We found a *Star salesman in one "Red" Alley, ice deliveryman, who sold a G. E. refrigerator this month without any help from the sales department.

"Jelly" Gilmore looked like he had encountered a wild cat under a house last week where he was installing a convenient outlet, but after close examination Mr. Long found that he had only picked up a hot wire which had caused him to tear up the sills of the house with his head.



amateur contenders



Gulf States Utilities Company has been a contender in the fast Beaumont City League since the opening of the season. In spite of injuries, forced absences and changing line-up they have made a good showing against some good amateur teams. Standing, left to right: Marcus Andrews, manager and catcher; Reed Tevis, outfield; Robert Roy, pitcher; Andy Poulson, outfield; Egbert Henry, first base; and Bubbah Stahl, pitcher.

Seated: Tony Fontana, second base; W. A. Sherman, catcher; Ray Gay, outfield; Harry Rafferty, short stop; and Shorty Price, third base.

Silsbee

Neal Hogue and Miss Linnie Fulton, formerly from Calvert, Texas, were married June 7. Mr. Hogue is time-keeper for the crew working on the new ice plant. He has been with the company for two years, and we wish him all the happiness in the world.

We are expecting the new ice plant to be finished about the first of July. It is a 25 ton, up-to-date structure, modern in every way, and will be good-looking as well as efficient.

The line-men are working on the high-line between Kountze and Woodville. Several contracts have been signed for electric services and a number of houses have been wired.



PAW PERKINS SEZ--

"Mornin', Stranger"

Say, young feller, talk about keepin' cool! You'd oughta been with us on the company picnic thet the Port Arthur Division threw tother day down to the beach. Reckon we didn't catch no fish but it warn't our fault. Thet thar seine jest didn't git next to any, that's all. But yer needn't of worried bout what we ate—heh, heh, they wuz a table piled high with eats and after everbody got tired of chasin' up and down the sand and swimmin' out in the water—we all fell to and et ever bit of thet thar food. Say, you'd hev liked the Bathing Girls Revue thet Hallie Earthman wuz in charge of. Yep—you might know Hallie would be in charge of thet rumpus. Bernice Trahan walked off with the prize and if ye git a chance to look at the picture thet wuz took of her in a bathin' suit, ye won't be wantin' to look at a prettier gal.

Wal, stranger, before ye leave today let's me and you amble down and see Mr. Phillips and hear bout his trip. He took a vacation fer the last two weeks, got hisself hitched up fust and then drove down to the valley and into Mexico. I been aimin' to sorta scout around and git a look at the new Missus Phillips but I ain't had a chance yit. Yep, everybody thet's not already married is gittin' married, and them that ain't is thinkin' bout vacation. A. C. Handley and J. B. Bishop hev gone off fer two weeks and I reckon thar's others goin' purty soon.

We got a new feller workin' in the Commercial Department now, feller by the name of Allan Shivers, and a whole heap of new fellers down to the Ice Plant. We been havin' some visitors too. Mr. Chamberlin from the Beaumont office wuz down tother day meetin' everybody and checkin' up on stock. We're all mighty proud of our stock campaign winners,—H. B. Earthman, who got fust prize; T. E. Jones, who got the second one; and J. B. Bishop, third.

Those railway fellers sure are a fine bunch, stranger. I wuz down talkin' to 'em tother afternoon tryin' to identify some of the kids thet the Stevenson gal took pictures of on the beach picnic. Looks like they'd git enough ridin' round on the ground without traipsin' off in an airplane contraption and I told T. E. Jones what I thought of him and G. H. Tompkins fer pullin' thet kind of a stunt. T. E. Jones don't care, though. Claims he found a ticket fer the airplane ride and went up free, thet he warn't jest hankerin' to go up but couldn't afford to waste a ticket! W. A. Drews wuz a sittin' over on a cheer and he let out a big guffaw and the gang started in razzin' him about his name. Pears like most of 'em call him somethin' else, I disremember the name—now. There's a parcel of travellin' men sure nough over to the Railway Dept. Thurman Davis and his wife went off to Hubbard, Texas—and Charlie Leslie Davis and his missus are over to Jasper, Texas. Two men are a'goin' to California—H. S. Lusted and missus are a'goin' out to Beverly Hills, California fer three months and O. E. Ward is goin' to San Francisco to the A. E. R. A. convention thar.

I heerd we got some new young'uns related to the company now, too, stranger. Drop in two or three years from now and I'll more'n likely hev some pictures of 'em. Jack Thornton and B. H. Gager are passin' round the cigars.

Wal, it's too blamed hot to set round here any longer, young feller. I'm a'goin' to hitch up and mosey down to the swimmin' hole. Reckon the younguns are hevin' a picnic down thar. Drop by agin and don't wait so long next time. We sure do like visitors—had W. W. Grayson of Saint Louis and Harvey Luce of Fort Worth down with us last week. Wal, good bye. Giddap, Dobbin!

(Continued from page 5)

Car Barn and Garage. In making the announcement at a meeting of employees in Port Arthur recently, Vice President Terrell, had only the best to say of the selection of the winner. Without announcing his purpose on the floor, Mr. Terrell paid a glowing tribute to the members of the classes who had devoted so much of their time in improving themselves. He emphasized the fact that the selection was no small job on the part of the judges, as there were many individuals worthy of consideration. He ended his talk by saying, "the man that goes to San Francisco is Omar Ward.

The service record of Omar Ward dates back to 1908, or prior to the entry of this company into the utility field in this territory. He was a member of the shop force of the Beaumont Traction Company from 1908 until 1911. He returned as a motorman in 1916, transferring into the mechanical department in 1919, and had been promoted to General Shop Foreman when he was forced to resign in 1926, another climate being necessary for the members of his family. Upon the purchase of the Port Arthur property in 1928, he returned as Night Foreman of the Port Arthur Car Barn and Garage.

From the very outset, his presence was keenly felt. Upon the inauguration of the Personal Improvement Classes, he developed into a leader, not only doing everything in his power to make himself more valuable to our Company, but spending much of his time in assisting others. Possessed of excellent personality and faultless disposition, it was soon seen that there was no end to the ambitions of the man. This was shown every day by the manner in which he did his work and his spirit of cooperation.

His selection to go to San Francisco was popular with all the members of the Railway Department. Mr. Terrell's announcement was followed by cheers and applause and the Port Arthur GANG presented him with a beautiful suit of clothes to wear at the Convention.

Stock Salesmen



Port Arthur organized to put on the recent stock sale. These gentlemen need little introduction, but for the sake of formality we point out E. F. Figari, ice plant engineer, Y. L. Hughes of the engineering department; T. E. Jones, of the railway department; Hallie Earthman, superintendent of the ice department; J. B. Bishop superintendent of merchandise sales, and Fred L. Davis, Jr., chief clerk.

Hallie Earthman, with 34 sales to his credit, took first place; T. E. Jones was second with 20, and J. B. Bishop was third with 8.



Hempstead

Miss Selma Birmingham our cashier here has fallen hard for one of the Dutch boys, who are over here to learn the fine points of the oil business. She has agreed to go to Holland provided they promise to get her some wooden shoes to fit.

Mr. Hensley, our chief engineer, and his family spent Sunday, June 8, with the animals at the Hermann Zoo at Houston.

Take Odie Davis our colored man and get something out of him if you can. Just give him a shovel or any other tool and doggone me he is a working fool. He'll pitch right in and sweat and sweat but you won't hear him grumble I'll bet. He is not the grumbling kind as you can see he is as busy as he can be.



H.E. Davis
8-STARS



C.A. McBride
7-STARS



L. Tucker
6-STARS



E.R. Frost
6 STARS



R. Stout
3-STARS



P. Abshier
2-STARS



F.J. Rohwedder
2-STARS



J.A. Eakes
2-STARS



J.E. Hamilton
2-STARS

Gold Stars

Herman E. Davis, Interurban conductor, completed his eighth no-accident year in May. He is the second 8-Star man in the company and has a service record of which any employee could be proud.

C. A. McBride, Beaumont Bus operator, also set a new notch for himself when he completed his seventh year without an accident. He has made his stars on street cars and buses, an achievement that is indeed remarkable and one that speaks volumes for his alertness.

Leo Tucker, Interurban conductor and E. R. Frost, Interurban operator, both qualified for their sixth stars, Tucker winning his in April and Frost in May. They are veterans and know the value of eternal vigilance against accidents.

Rudolph Stout, Beaumont street car operator has only been in the service three years, but he was awarded his third star in April.

Frank Rohwedder, operator on the Royal street line in Beaumont, has been in the service since May, 1928 and in May, 1930, he was awarded his second gold star. That's batting 1000 per cent.

Paul Abshier and Johnny Eakes are two Port Arthur operators who have made their service records live in the stars on their caps. In the two years since they have been operating for the Company they have won two stars each, both coming in April.

J. E. Hamilton and H. Lusted are two other Port Arthur operators who completed two stars each in May. They are showing the way in accident prevention down there. Lusted left for his vacation before we could get his picture.

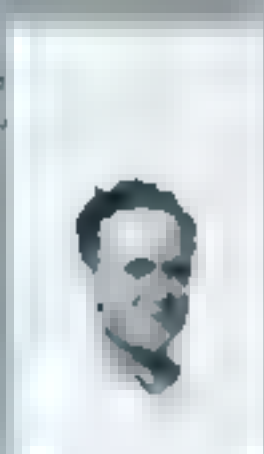
Port Arthur- OUTING



THE A. G. ...



... T. ...



... S. O. ...



... H. B. ...
... J. ...



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MCFADDIN BEACH - SATURDAY, MAY 31

Engineers Show the Way



These two smiling gentlemen are the big winners in the \$6 Dividend Preferred Stock Sale. On the right is E. B. Allred, assistant to Mr. Brown, who came across with 53 sales to lead the whole company. Beside him is Jess Chandler who sold 42 customers on the idea of partnership in the company.

Allred and Chandler took first and second places in number of sales. Both are members of the Beaumont engineering department.

Golf Fend Renewed

For months there has been a polite silence when the rivalry of two members of the Beaumont office was mentioned. That rivalry has reached the proportions of open enmity and silence can no longer be maintained.

Extreme care has to be taken to assure that no meeting of the two is allowed, for one has vowed to take his mashie and trim every inch of the other. In return, dire reprisals in the form of diabolical strategy and cunning are being hatched up to leave the helpless victim writhing in misery at the end of what

Sale-a-Day Leader



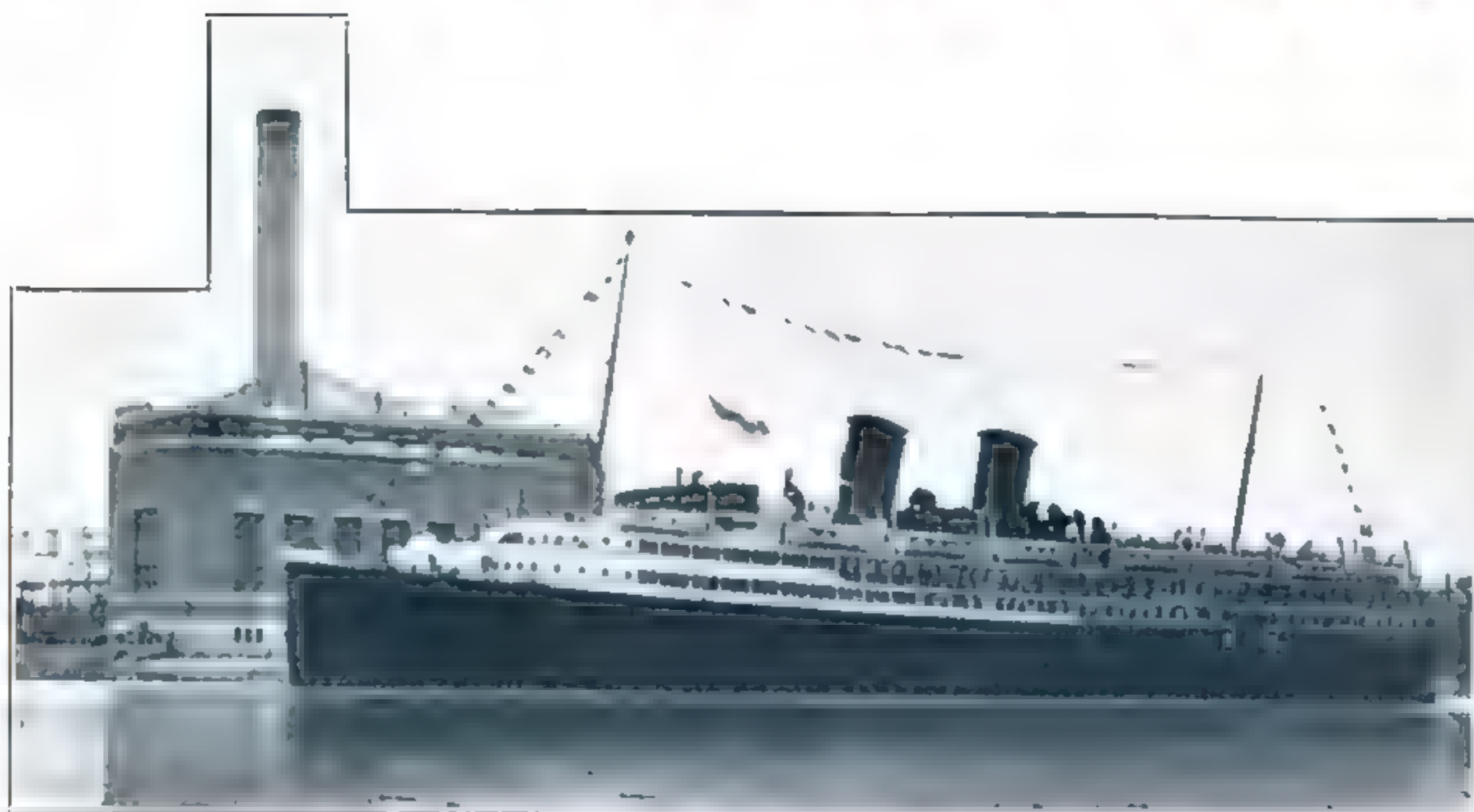
Ogden "Doc" Charlton, hustling Beaumont D. R., has been a member of the Sale-A-Day club since January 1. He has made a sale every working day for seven consecutive months—ask any D.R. if that ain't sump'n.

seems to be an unavoidable fight.

The two rivals are Jim Murray and Julius DeBouy, who have declared open warfare and no quarter. The actual outbreak, so long expected, is due to begin Wednesday, July 23, on one of the golf courses near Beaumont. They are rival captains of the annual company golf tournament and mean to make this year's contest a pattern for generations to come.

The culmination will come with the Golf Banquet on Thursday night, July 31, when the award will be made to the winner and disgrace heaped on the loser. Watch bulletin boards for preliminary skirmishes. The heat is expected to be intense, and the rivalry bitter because of an unusually large number of lady golfers who intend to get in the scrap.

out to sea



The Clyde-Mallory Liner Shawnee passes Neches Station on its way to the Gulf. Commercial Manager McChesney was a passenger on the cruise which lasted two weeks and visited many interesting ports in the Gulf and Caribbean.

Yes. We Have no Picnic

You have heard the news, of course. The news about the picnics, I mean. Or, rather, the news about the calling off of the picnics. So, of course, this is not news. Merely a post-mortem, as it were.

It was decided that yes, we would have no picnics, after a long discussion—several long discussions—between Company officials and Department Heads. The usual Company festivities at Beaumont, Lake Charles and Navasota will not be held this year.

Our first reaction (the editorial "We" speaking), was disappointment because we, personally, and our whole dang family, including the dog, have enjoyed the once-a-year get together and had looked forward to the pleasure this summer. But after thinking it over and talking to some of the gang and considering how much picnics cost, we have come to the conclusion that by foregoing this little bit of pleasure, we can be of real assistance to our Company in keeping

down expenses during a year when business has not been up to expectations.

We shall miss seeing everybody. We shall miss the bally-hoo and the fun. We shall miss the opportunity to get a great many good snapshots for Plain Talks. We shall miss the barbecue.

But we shall also miss the piercing pain that in picnics past has struck us amidship about going-home time, which is something to be thankful for, and just between ourselves, we have a hunch that business will soon be better and the 1931 picnics will be better than ever. —K. S.

Somerville

Perhaps most of you haven't heard from Somerville in a long time but we are still working hard.

Our lawn looks very nice as it is being taken care of and the flowers in the beds around the office are blooming.

Our employees have "pep" meetings the latter part of each week to discuss sales and new appliances. We find these very interesting and beneficial.



Women's Committee

WHISPERINGS

June Meeting

An interesting feature of the Women's Committee meeting held Wednesday, June 18, was the fact that all speakers on the program were members of the Committee.

Elizabeth Erickson was in charge of the program and announced that the speakers would attempt to draw a comparison between the erection of a transmission line and the organization of our Company.

Mary Lilyerstrom recounted the "Setting of the Poles" which in this instance happened to be the early organization and background of our Company. Miss Lilyerstrom traced the history of the company from the days of Beaumont's earliest public utility company and gave a very interesting discussion.

"Putting Up the Crossarms and Braces" was discussed by Estelle Pinkin of the Distribution Department. After explaining just what crossarms and braces are, Estelle drew a comparison to the many communities served by the Company.

Rae Ridley described putting on the insulation which she compared to selling stock and raising money to finance the Company.

As a last step in the completion of the transmission line, the wires are strung forming a connection between the power station and the many customers. Dorothy Seale explained how the Commercial Department also distributes the load by acquiring customers all along the line.

Mrs. Wilbanks made a short talk on the recent Convention held at Hot Springs, Arkansas.

At the conclusion of the business program, delicious refreshments were served, the refreshment committee consisting of members from the Distribution Department.

Gadding About

Miss Louise Eppstein of the Calvert office was a guest at the Women's Committee meeting June 18, representing the Navasota Division.

New members of the Women's Committee introduced at the meeting were Ruth Varnado, Alice Ruth Mitchell and Muriel Lampkin of the Stenographic Department. Former members who are helping out in the Purchasing Department are Mrs. Pruitt and Beatrice Burnaby, whom we are glad to have with us again.

Doris Futch, Secretary to Claim Agent Jack Reidy, is convalescing after an operation following an acute attack of appendicitis. We all miss "Red" very much and are hoping for her speedy recovery.

The Carter sisters seem to have had luck with their pedal extremities. After Mary's big toe recovered from an infection that required an operation, Belle had the misfortune to break her left foot when the front seat of her Ford coach fell on it. She is now able to be around on crutches.

Miss Mary Lilyerstrom spent a few days in the valley during June attending the state Convention of Business and Professional Women's Clubs. Headquarters were at Harlingen but nine other cities in the valley were visited.

Lamoyne Goodwin



Introducing the well-known "hot salesman" Mr. Lamoyne Goodwin, the new District Representative at Navasota, who went from Calvert to replace C. O. Wilson, resigned.

Navasota News

Miss Agnes Jameson spent several days in Dallas with her mother. We are all wondering why the roof of her mouth is sunburned.

We are very glad to have with us Forrest Merrill who is taking the place recently held by C. V. Merriam. We hope that Mr. Merrill will enjoy his work and will learn to keep his golf score down to normal.

On June 11th, Governor Moody was entertained in Navasota. He was met in Washington at the site of the old Texas capitol and after a few speeches, was escorted to Navasota where a big banquet was prepared. With him were many other notables including Pat Neff and R. S. Sterling.

The General Electric refrigerator demonstration given by Mrs. Annie Dial of the Knox Gelatine Company, went over big in Navasota. Although there were several other things going on at the same time, we had an attendance of over sixty people. We expect several sales to result from the demonstration.

Push G. E. Sales



The ladies in the picture are no other than Mrs. Annie Dial of the Knox Gelatine Company, and Miss Francis Spann and Miss Julia Peterson, of the Navasota office, who helped Mrs. Dial with the demonstration.

(Note the "hot" aprons!)

Notes from Caldwell

J. R. Peckham leaves us on the 15th to take up his duties as relief cashier of Madisonville.

Bradley McMaster of the accounting department in Beaumont relieves Mr. Peckham as cashier in Caldwell.

F. W. Merrill our new superintendent of Transmission and Distribution paid us a visit a few days ago.

So far this month we have sold three ranges and one General Electric refrigerator.

L. J. Himel paid us a visit a few days ago.

We have been honored with several visits from President Tom Walker and P. E. McChesney within the last 30 days.

We are always glad to see the Commercial Manager and Mr. Merriam and Mr. Bridler from the division office in Navasota.

Pat Murphy is taking his meals at home again since Mrs. Murphy returned from a vacation with little Pat.

Eastern Winner



R. D. Murph, the genial superintendent at Jasper, led the eastern towns in the stock sale. He registered 25 sales and took the first prize of \$25. He expects to be a strong contender in this year's Progress Award and his stock sale will play a good part in his report at the end of the year.

Orange

C. E. Taylor, Orange D. R., is getting to be quite a range and G. E. salesman. We'll not give you the figures for fear it would show up the other D. R.

Miss Dees is no slouch herself. She sold a range off the floor for cash not so long ago.

Charlie Shrigley from Beaumont was over here the past month and has a good conception of the financial condition of Orange. We understand he failed to get a check cashed, was at the depot just at train time when he realized his predicament and had to slap 5 men on the back before the express man, a rank stranger to him, loaned him money to ride back to Beaumont. His face changed from that of a worried man to that of a happy child as he caught the train on the run.

We are glad to welcome young Edward Stobart back into our organization again. He has been off studying at A. & M. College during the school term.

Hull

The Hull Office Force is now 100% General Electric. Ernest Radley purchased his G-40 in May and Rhea Hudnall and Mamie Hull purchased their G-55's in June. Needless to say, we are all enthusiastic users.

When we called Mrs. Bettis, Cashier at Saratoga, for news for Plain Talks she said she didn't know a thing. While we are chatting, she let slip that she was nearly working herself to death trying to sell appliances. She is good at that too for she has put G. E. Refrigerators on the map at Saratoga this year, selling 6 up to date.

When the High Line was run through Devers last month, 35 or more customers were added to our distribution. Devers is growing by leaps and bounds since the opening of the new oil field at Hankamer and we expect this to be one of the very best towns out of the 6 we are now handling.

Friday 13th may be considered unlucky by some but to us it is one of the luckiest days ever, for it was Friday the 13th that Mr. Allen brought the good news from Beaumont to Hull that we were going to move to bigger and better quarters on the main drag of our town.

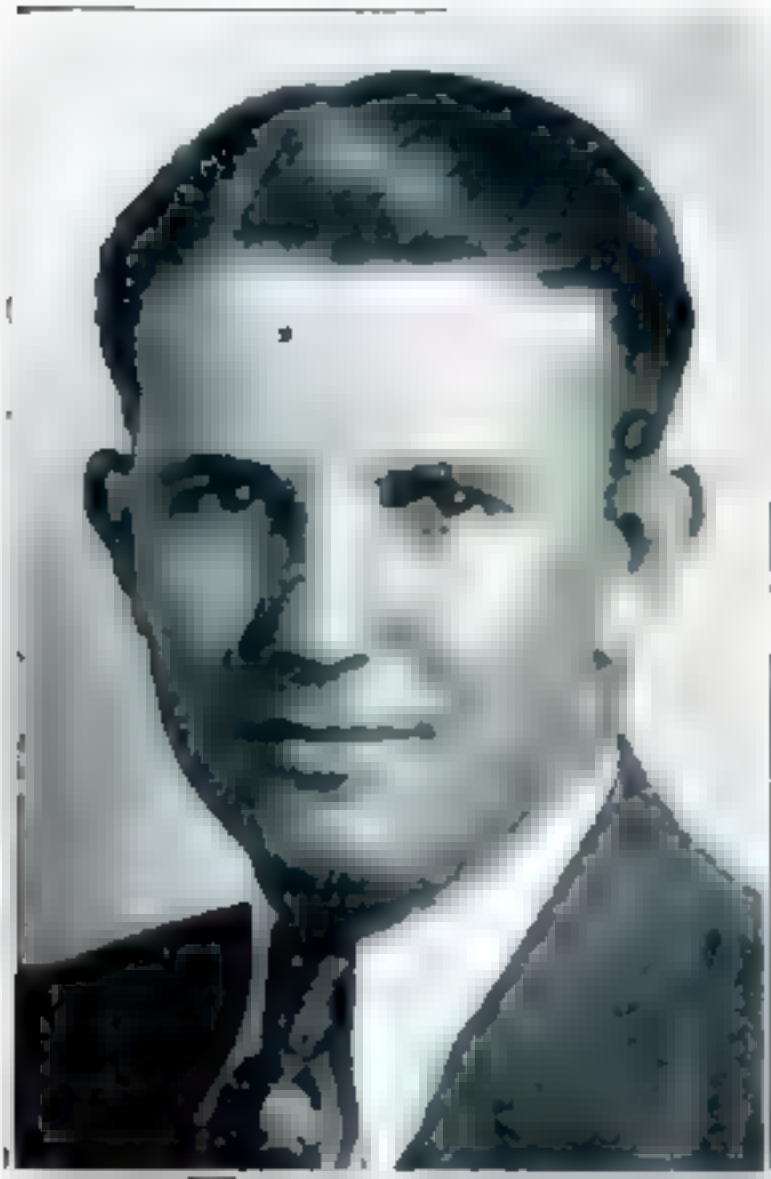
Sour Lake

Tom Ridley, employed in the Ice Department of the Sour Lake Plant, is to be transferred to Silsbee on the 15th of this month. We regret very much that Tom is leaving us, but nevertheless, feel this promotion is well deserved.

DeWitt Foster has been employed to fill the vacancy made by the transfer of Mr. Ridley. DeWitt enters our organization highly recommended, and we are glad to welcome him as one of our members.

On Friday, June 6th, employees of the Sour Lake Plant enjoyed a "Get-Together Meeting". Various interesting topics were discussed, each person giving his or her most difficult problem to combat. At the close of the meeting delicious cookies and ice cold soda water were served. Employees enjoying these refreshments were: P. Himmelriech, Tom Ridley, H. A. Tuma, R. R. Mitchell, J. C. Anderson and Mrs. V. Luce.

Division Winner



Joyce Cowser, of Cleveland, took first place in the Navasota Division in the Preferred Stock sale. His 15 sales were far above that of his nearest competitor in the drive.



Cleveland

The Cleveland-Romayor line and substation are now completed. This is an addition of approximately 500 h. p. to our lines.

Distribution has been built at Goodrich, and the line from Urbana to Goodrich will be completed in a few days.

Cleveland was the star town in the Navasota District in the iron and ironing board campaign in the month of May, as we sold a total of eleven against a bogey of eight.

Miss Ruth Meekins is enjoying a two weeks vacation in Houston, Dallas, and Livingston. Miss Louise Wright from the Conroe office is relieving Miss Meekins.

R. F. Pearson and his survey party have moved from here to Corrigan.

The Cleveland gang attended the Conroe-Cleveland district picnic at "Sleepy Hollow" last Thursday night, and judging from the amount of barbecued lamb Bill Earthman and Dan Billingsley ate, we think they enjoyed it fine.

Honor Student



Lloyd Nott
Alvin Honor Graduate

Graduation time is here again and Lloyd Nott, our chief electrician's son, is winner of the scholarship offered to the boy having the highest grade in the graduating class of the Alvin High School.



Alvin

Mr. Ely was recently appointed Chairman of the Rural Highway Committee which makes a total of seven civic duties for him, namely: Director Chamber of Commerce, County Counselor of East Texas Chamber of Commerce, Secretary of School Board, Director of the Golf Club, Secretary of Business Men's Luncheon Club, County Chairman of Brazoria County Chamber of Commerce Membership Campaign, Chairman of the Rural Highway Committee.

Mr. Seanlon and Mr. Merriam were visitors to our plant June the 2nd.

All of the Alvin gang seem to be very much pepped up over our Sale A Day meetings and will say that it certainly did help on our campaign for last month.

The first meeting was held by Mr. Knapp April 30th at which time he gave us the main selling points on the new Westinghouse Adjust-O-Matic Iron.

Rising Star



Babe Ruth, look to your laurels! Yon mighty batsman is, after much bewildered speculation, identified as our own shortstop, Harry Rafferty who began his baseball career at an early age. Despite his tender years, this picture shows indomitable tenacity in his grip on the bat, and rugged strength in the stance at the plate.

On the Quiet

Apropos her trip to the Professional Women's Convention at Brownsville, Mary Lilyerstrom tells the story of a lady who went across the border and partook too freely and in a moment of inspiration tucked a pint of whiskey up under the belt of her dress. When a Customs man stopped her on the way back to the American side and inquired "if she had anything", she hiccupped a time or two and very truthfully replied "Nothing 'cept what I have under my belt". Noting that she was slightly inebriated, the Customs man let her pass okay.

July Plain Talks

When it comes to sea trips, it would appear that P. E. McChesney is no optimist. He took along three packages of "Mother Sill's Seasick Pills" when he boarded the Shawnee recently for a trip to West Indies and Mexican ports.

Someone has dubbed L. C. Singleton, Lon Watson, Jim Murray and Hubie Braunig the Four Horsemen of the Beaumont Country Club. They're always "riding" one another.

Willie Westinghouse Lehman gives the nicest parties. Recently he rigged up his back porch as a "Quick Lunch" room, serving short orders of bacon and eggs, hot biscuits, etc. and it is said that not only a good time but good meals was had by all. Jack Orrick had a good old-fashioned stomach ache according to reports, which, in the opinion of those who marvelled at his capacity, was his own fault.

C. B. Melton, erstwhile Assistant Treasurer of Eastern Texas Electric Company, blew into town for a brief visit recently, dolled up like a Chicago racketeer at Palm Beach. He got into a golf game with some of the boys. They let him keep his clothes as they felt they could hardly wear such sporty attire in this vicinity without getting shot. We understand he fared no better in indoor sports.

Mrs. Julius DeBouy returned recently from a six week automobile tour through the West. Mr. Julius DeBouy, it is reported, has cancelled all engagements for indoor and outdoor sports!

Parker Allen had as his visitor one day last week an old friend and co-worker from dear old North Abington—Walter Sproule. Mr. Sproule was transferred to Lake Charles, in charge of merchandise sales, about six weeks ago and we give him about six weeks more to get rid of his Yankee dialect and begin talking plain "ole Loosiana". It usually takes about three month for a down Easterner to go native.

Leo Singleton and family, with his father who lives near Shreveport as

guest, spent a week at High Island recently. "Yes", said Singleton when questioned, "We had plenty of bananas but no fish".

If you want a nice little horsy as a pet, see Hallie Earthman who has quite a mess of horses on his hands right now, which he'd like to get rid of as they are eating but not working, and eats is oats and oats is money in anybody's business.

We believe it was Vice President Terrell who called attention to the musical ring to the new firm name of our attorneys—Orgain, Carroll & Bell.

Production Paragraphs

A new "yatch" club has been formed in our ranks. Its membership is composed of O. K. Beard, W. W. Eckles, and J. C. Tucker. These three gentlemen are the proud owners of the fourteen foot craft, the "Loos-E". The rating of these men are Commodore, Rear Admiral and Anchor Dropper, in the order named.

J. C. (Julius Ceaser) Tucker has become a proud Papa and no longer rates the title of "Uncle Dan". Joan Guyton Tucker took charge of things around the house on June the first. Tucker says she has more hair than he has. We wonder if this is a compliment.

In accord with its usual practice, the Production Department has employed quite a group of new men for the Summer while a few have been added as permanent employees.

Neches Station has the following men added to its rolls: E. D. Reynolds and P. Bradshaw from Texas A. & M. Bradshaw will be with us permanently. J. B. Caldwell and J. J. Bagwell from Texas University, and J. Keith from the University of Florida.

Port Arthur has added O. E. Dubbs and W. R. Walker from Williamson's Trade School. K. Moss is with us again after another year at Texas A. & M., while W. E. Long is back after teaching another year at Texas Tech.

Orange has added to its roll: B. H.

Coffee Drinkers



Here are four coffee hounds lined up like blackbirds on a fence at the old Liberty Cafe. Shortly after this picture was made, the cafe closed its doors.

Left to right they roost in this order—Pete Guelfi, Mr. Terrell's new assistant, H. C. Mortimer, meter department, C. B. Barron, illuminating engineer, and W. A. Sherman, versatile director of personnel.

Moore and T. C. Worley from Texas Tech.

J. C. Ebner from Hamshire High School is located in the Dayton plant.

The new ice plant at Silsbee is being helped along by O. O. Mattiza from Texas A. & M. College.

L. Guidry has come from Abbeville, Louisiana to take a position in the plant at Liberty.

We are glad to have every one of these boys with us and are only sorry that we did not have room for still more of them.

"Poor Joe!"

"And why?"

"He flunked the parachute examination at flying school."

"My, but your daughter is growing fast."

"Oh, I don't believe she is any worse than most of the young folks now-a-days."

"My brother is working with 5,000 men under him."

"Where?"

"Mowing lawns in a cemetery."

Goes to Lake Charles



T. M. Keiller

On July 1st, T. M. Keiller becomes Assistant Superintendent of Electrical Transmission of the Louisiana Division at Lake Charles.

Mr. Keiller, known as "Sandy" to many of us—may be considered an "old timer", coming to the organization as Assistant to Mr. Fitz, then Operating Manager, early in 1925.

Following a four year A.B. course at Rice Institute, he saw front-line service overseas with the Engineers, after which he obtained a B.S. degree in Electrical Engineering at the Massachusetts Institute of Technology.

Breaking into the Stone & Webster ranks in 1922 with the Houston Electric Company, he served two years as Assistant to the District Manager, prior to coming here.

After a year in the Operating Manager's office, Mr. Keiller came into the New Business Department as Assistant to Mr. McChesney, Commercial Manager. His next assignment was Power Sales Engineer, which position he has held for the last three years. During this time, Mr. Keiller has handled a variety of power sales, outstanding among which has been the electrification of cotton gins throughout our territory.

He carries to his new job a splendid background of technical knowledge moulded by an appreciation of public utility service from the customer's view-

point—a valuable combination for an operating man—and his sunny disposition has made him a host of friends who join together in wishing him "the best".

(Continued from page 1)

pany buy over these properties to consummate the desired consolidation. July 8, 1918, the Jefferson County Traction Company changed its name to the Eastern Texas Electric Company and then was able to acquire the Beaumont Electric Light and Power Company, Beaumont Traction Company and the Port Arthur Light and Power Company.

An election was held in Beaumont and Port Arthur concerning this consolidation and passed unanimously, the actual consolidation taking place August 1, 1918. At that time the Eastern Texas Electric Company was a Maine Corporation. Since then it has been incorporated in Delaware and has acquired additional property.

To be continued—

New Dayton Highline

A new 50 mile highline direct from Neches Station to Dayton will be "hot" within a few days from the time Plain Talks leaves the press. It is the biggest construction item on the year's building program and is an important link in the chain of electrical service for the northern and western towns as well as the Liberty group.

The new line will operate 66,000 volts but is built to handle 133,000 volts by increasing the insulators. We hope to have a detailed story for the next issue.

Habit

You'll find proof of the strength of habit in this issue. Three individuals, all of whom knew better, read proof on the Chandler-Allred story and let it get by with Mr. Allred referred to as Mr. Brown's assistant, which is a mistake, of course, as everyone knows that Mr. Brown long since departed to Virginia with Mr. Adams taking his place as general engineer.

Beaumont, Texas,
June 25, 1930.

Dear Dad:

You used to tell me that there was a lot to learn that wasn't written in a book, and I'm beginning to see what you meant.

I've had a lot of big ideas about how hard I would work - and now things are beginning to happen. The other day I went down to a beach party with the Fort Arthur crowd and I was impressed that nobody takes things too seriously.

There were some of the best looking girls down there you ever saw. They had a bathing girls revue, and I decided that this business of tending to your knitting was just for the books.

But the next week I went out to the Neches Station where they make most of the electricity the Company sells. A nice young fellow showed me around and I'm telling you you never saw a place like it! It is as big as all out doors, but as clean and orderly as Mom's parlor. There is someone working there twenty-four hours a day and they all have the same idea - to "keep the line hot".

Nothing is more important to these boys than their job - weddings, new children, vacations or anything.

They are nice to explain things but they never let, their eyes or minds wander from the little gadgets, gauges, and charts that show how things are going. They even get weather information from miles away, and they are always ready for any break. A line may blow down, a man be hurt - but they "keep the line hot".

So it looks as if I'll have to do some fancy chess playing to find out just where work stops and play begins. The fellows who get along seem to be the ones who do both of those things well. What do you think about it?

Love to you and Mom,

Chick

P.S. Ask Mom to send me that swimming suit with the Red Cross Life Saving insignia on it. There are some doggone good swimming parties around here.

? HOW'S YOUR HEALTH BY DR. W. F. THOMSON

“Safe ‘n Sane”

A monster cannon cracker—
He thought it wasn't lit;
Then blew the fuse . . .
And in the news
Was Willie's sad Obit.

A cannon cracker in th' bush is worth
two in the hand.

July Fourth is a holiday . . . but not
for surgeons, nurses and ambulance
drivers.

The Story of Young America, in four
chapters: Celebration; Detonation; Con-
sultation; Amputation.

A number of years ago, people began
to be attracted by the fact that July 5th
was, unofficially, a national hospital day,
a prodigious waste of gun powder and
gun fodder. The celebration of Inde-
pendence day was declared to be unsafe
and insane. Since that day parents of
small boys have been praying for a “safe
and sane Fourth of July.”

Each year the “celebration” of Inde-
pendence Day takes costly toll of life
and limb . . . unnecessarily.

On this occasion a year ago more than
one hundred persons met accidental
death, attributed to fire-works. Some
200 lost the sight of one or both eyes.
A thousand or so were injured more or

less seriously. A million suffered powder
burns of varying degrees. Add to this
the value of property destroyed by fire
works and we have the cost of the cele-
bration.

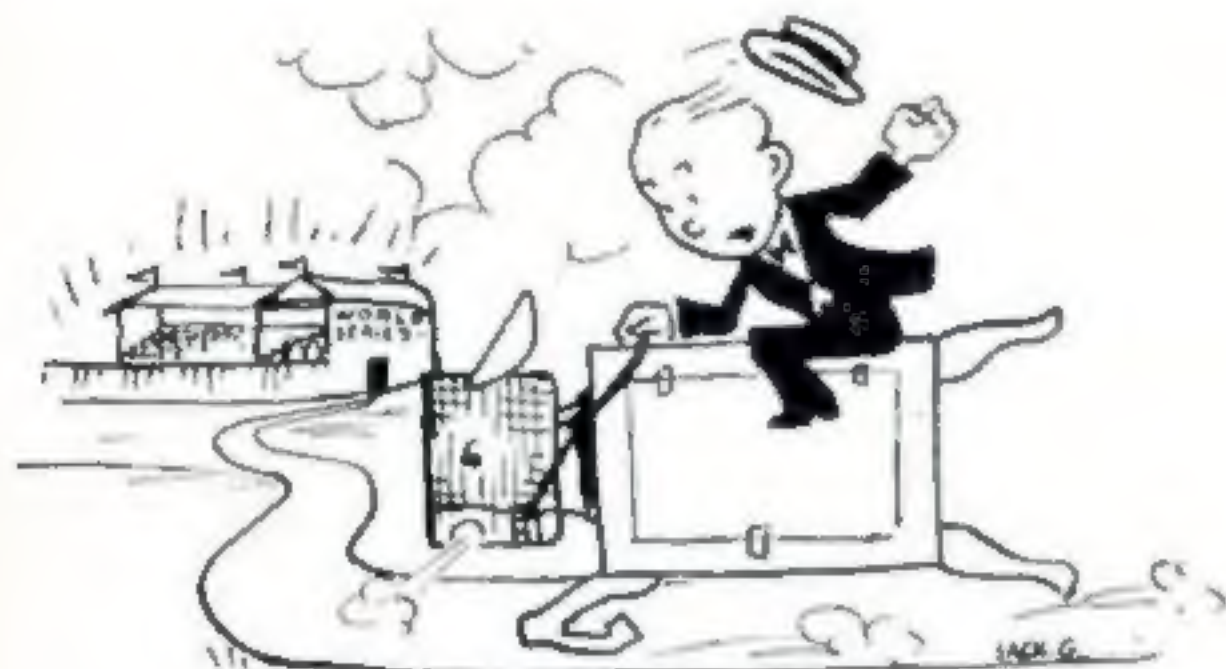
In lieu of the customary pyrotechnical
display, and it's attending dangers, a
day's outing with fried chicken and due
reverence for the Stars and Stripes
would be more appropriate, much safer,
and quite as patriotic. Let us remem-
ber, too, that those who make the least
noise are often the most patriotic.

Parents who wish to celebrate Inde-
pendence day with fireworks should con-
sider well the casualties of the past. The
cannon cracker in the hands of the small
boy may send him to the hospital . . . or
into eternity. Blowing the smoldering
fuse—“to see if it is lit”—has many
cases of total blindness to it's credit.
Lockjaw fatalities frequently follow the
“toy pistol” wounds in the hands of
embryo George Washingtons. After all,
does the roar of a cannon cracker ty-
pify patriotism? Isn't it rather a shop-
worn custom that does not now justify
it's enormous cost?

Those who contemplate celebrating
Fourth of July with fireworks may very
profitably provide themselves with:

A package of sterile gauze
A few gauze bandages
A package of absorbent cotton
A spool of adhesive tape
A bottle of tincture of iodine . . . and
A small jar of carbolized vaseline.

plain talk



Ride 'im Cowboy!

That's the warcry of the D.R.s. as they enter the last hundred days of the World Series Refrigerator Sales Contest. Some hard working D.R. in the company—and he may be from Huntsville, or Hull or Orange or anywhere else in the company—is going to have a free trip to the World Series in October.

Every man has been bogied for General Electric Refrigerators for the campaign, and the details of a plan worked out so that there is absolute fairness to every one in the matter of chances. All the fellows are "pouring the leather" and are working hard to be eligible for the big prize.

If you would like to see a man from your town make the trip, get busy and help him sell G.E.'s. Help him with his prospects and do everything you can to insure that he makes his bogie. Incidentally it would be a nice point to bring up in that Progress Award Report.

PLAIN TALKS

Vol. IX

No. 7

P. E. McChesney
Advisor

K. E. Sutton
Editor

Landon Neal, Associate Editor

Jack Gammage, Art Editor

Published monthly by and for employees of Eastern Texas Electric Company and Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and the public.

Congratulations, Public Service

The following letter is self explanatory:

June 3, 1930.

Mr. Tom P. Walker, President,
Gulf States Utilities Company,
Beaumont, Texas.

Dear Mr. Walker:

I have just come from a meeting of the Charles A. Coffin Prize Committee of the National Electric Light Association, at which presentations made by nineteen prominent Light and Power Companies were reviewed.

I was anxious for you to know that although the award will not be made to your Company this year, the Committee was very much pleased that you made the effort involved in submitting a statement of your accomplishments, and, furthermore, was greatly impressed by the important contributions your Company is making to the industry.

I do not think I am violating any confidence of the members of the Committee when I tell you that the brief submitted by your Company caused it to rank very high among the nineteen Companies which participated in the award.

All of us on the Committee sincerely hope that your interest in the Charles A. Coffin Award will be sustained.

Very truly yours,
M. S. SLOAN (Signed)
President

There is little we can add, except the fact that the award was won by Public Service Company of New Jersey. Although getting up a report was hard work it was interesting work and an effort worthwhile. We congratulate Public Service.

Long Trips

The National Electric Light Association was held in San Francisco the week of June 16 and the American Electric Railway Association met in the Golden Gate city the following week.

Mr. Walker and Mr. Williams attended the electric meeting, Mr. Walker staying over for the railway convention, being joined for that event by Mr. Terrell, Mr. Singleton and Mr. Ward.

Mr. McChesney, accompanied by Mrs. McChesney and Bettye Jean, sailed June 14 on the Clyde-Mallory steamship Shawnee for a 14-day cruise of Caribbean and Gulf ports.

Static

The other day, a man in Grand Rapids drove his car into the rear of an auto driven by a young woman. "Didn't you see me stick out my hand?" the woman asked.

"No, I didn't, miss," he replied.

"Well, if it had been my leg you would have seen it," the young lady answered as she drove away.

The pastor was examining one of the younger classes, and asked the question: "What are the sins of omission?"

After a little silence one young lady offered:

"Please sir, they're sins we ought to have committed and haven't."

Bobby: "I'm not going to play with Jack anymore."

Mother: "Why, what's the trouble? I thought you liked Jackie."

Bobby: "I did, but he kicked me in the stomach when my back was turned."

Wife: "What was that noise when you came in last night?"

Husband: "That was night falling."

Wife: "Oh, excuse me. I thought it was day breaking."

Smith: "I see by the paper that a widower with twelve children has just married a widow with nine."

Jones: "That's no marriage. That is a merger."

"I call my girl a 'golf bug'."

"For what ungodly reason?"

"It's her ambition to go around in as little as possible."

Tramp: (who had just received a piece of pie for sawing some wood): "Madam, do you mind if I saw the pie and eat some of the wood?"

The doctor rushed out of his study in a state of great excitement. "Get my bag at once," he gasped as he reached for his hat. "Some man has just telephoned that he can't live without me."

His wife gave a sigh of relief. "Just a minute," she said gently. "I think that call was for daughter, dear."

Rastus: "Looka heah, niggah, I done told you all not to shoot mah rooster, ain't I?"

Mose: "Yas, and I done told you all to keep yo' rooster outa mah garden, too, ain't I?"

Rastus: "Dat rooster wasn't in yo' garden, niggah. He just had his neck through dat crack in de fence."

Mose: "Well, dat's all I shot was his neck."

Telephone: Hello, I'd like to know where I can get hold of Miss Jones?

Operator: I don't know; she's awfully ticklish.

Agent (to newly rich client, engaging talent for her "At Home"):

"What about Madame D'Oprano?"

Client: "Is she good?"

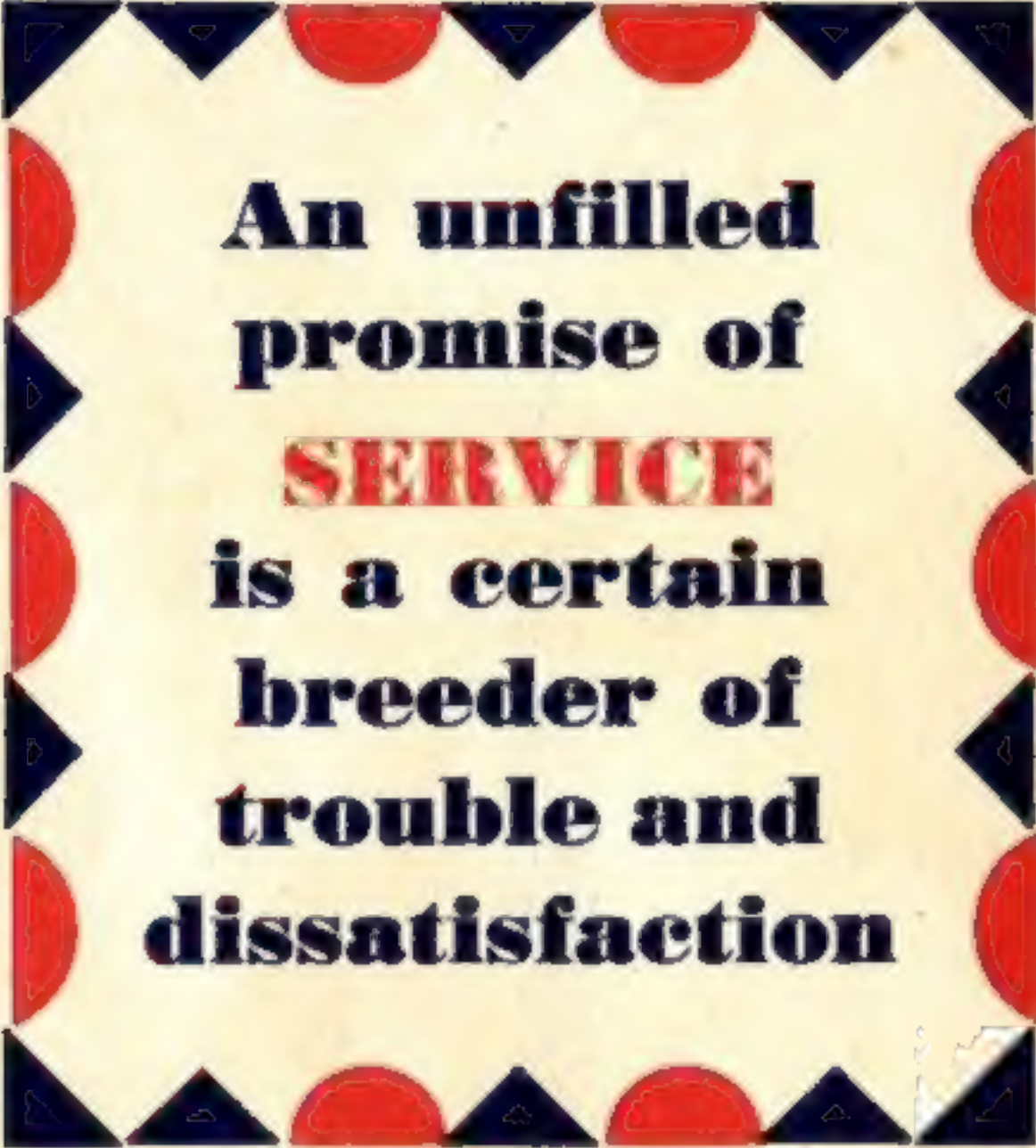
Agent: "Good? Why, she's a great virtuoso."

Client: "Never mind about her morals. Can she sing?"

The orderly officer was going th rounds one morning, and after he had asked the men if there were any complaints, one stepped forward and declared he had been supplied with a ginger-ale bottle that contained benzine instead of ginger-ale, and that he had drunk half the benzine unknowingly.

"All right," replied the officer, "You had better not smoke for a few days."

An American newly-rich touring in France spoke to his chauffeur: "James, take that wonderful St. Mehiel drive we have been hearing so much about."



**An unfilled
promise of
SERVICE
is a certain
breeder of
trouble and
dissatisfaction**